

A Study on Consumer Attitude towards Online Shopping with Reference to Coimbatore City

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ABSTRACT

Marketing concept is a philosophy of business today, marketing is not mere physical process of activities concerning exchange of goods. Marketing is primarily concerned with creation of consumers in other words, identification of the needs of consumer needs. The main objectives are to assess the attitude of consumers towards online shopping.

Keywords: Online Shopping, consumer behaviour, E-commerce, internet.

INTRODUCTION:

Marketing concept is a philosophy of business. Today, marketing is not a mere physical process of activities concerning exchanging of goods. Modern marketing is primarily concerned with creation of consumers in other words, identification of the needs of consumers and then organizing the business activities to satisfy the consumers' needs. Marketing is in brief supplying what the consumers' want, when they want, at the place they want, at the price they can afford and thereby resulting in the creation of a satisfied consumers'.

REVIWE OF LITERATURE

Weber, K. and Roehl, W. S. (1999)¹, conducted a study on those who search for or purchase travel products through on-line with the age group of 26 to 55 years. Results on the basis of the study concerns about credit card security, evaluation of product quality, and privacy issues are the main problems faced while on-line purchase of travel products, were made.

Goldsmith and Bridges (2000)⁸, found that consumers who felt that it was easy to buy over the web were more likely to buy, implying that confidence leads to greater purchase likelihood. A positive relationship between Internet experience/confidence and amount of shopping is thus found in his study

Goldman Sachs (2001)¹³, found in his study price, quality of service and information, speed and reliability of delivery, ease of on-line ordering, and trust towards vendors are important factors for consumers considering online purchases that will increasingly determine their propensity to engage in e-commerce.

Athiyaman (2002)²¹, also highlighted the importance of such word of mouth recommendations, finding that social influences have been found to be important determinant of internet users' intention to purchase air travel online, second only to the attitude towards online purchasing.

Ainin Sulaiman (2005)³⁰, focused on Internet users working in an urban area of Malaysia. It was found that out of 123 respondents 65.9 % of them have transacted online. They bought air tickets and books as well pay their utility bills online. The study concludes that guarantee, confidentiality of identity, product information and product variety were the main factors will be considered while doing online purchase.

RESEARCH METHODOLOGY

The study is intended to analyze the “Consumers’ attitude towards online shopping with reference to Coimbatore city”. The methodology includes area of the study, sources of data, sampling design and statistical tools used.

i). Area of the study

Area of the study refers to Coimbatore City which is the Manchester of South India. It has large number of textile mills, textile machinery manufacturers, hosiery units, engineering industries and Information Technology parks. Coimbatore City is one of the top ten fastest growing cities¹⁰ in India and the second largest city in Tamil Nadu.

ii). Sources of data

The study uses only primary data. For the purpose of collection of data, questionnaire has been prepared and data was collected from the consumers who have purchased products through online. Adequate care has been exercised to collect unbiased data from the respondents.

iii). Sampling design

For the purpose of this study, the data were collected from 600 consumers using convenience sampling technique.

TOOLES USED:

In the study, a structure of questionnaire consisting personal and opinion factors was prepared. The respondents were asked to fill-up the questionnaire and their opinions were consolidated.

The following statistical analysis was performed to answer the objective of the study:

- Percentage Analysis
- Analysis of Variance (ANOVA)

All the tools were applied using SPSS (Statistical Package for Social Science) and the entire test were carried out at either 1% or 5% level of significance.

Percentage Analysis

The descriptive statistics or percentage analysis is mainly carried out to determine the percentage of the respondents falling under each category. This analysis also helps to standardize the respondent’s opinion on various aspects.

ANOVA

As with the t-test, ANOVA also tests for significant differences between groups. But while the t-test is limited to the comparison of only two groups, one-way ANOVA can be used to test differences in three or more groups. ANOVA is based upon a comparison of variance attributable to the independent variable (variability between groups or conditions) relative to the variance within groups resulting from random chance.

OBJECTIVES OF STUDY:

1. To assess the attitude of consumers towards online shopping.

HYPOTHESES:

H₀: The personal factors of the respondents have no significant relationship of the frequency of purchase of the products through online mode.

H₀: The online attitude factors do not vary significantly based on groups of personal factors of the respondents.

ANALYSIS AND INTERPRETATION:

To study the “Consumers’ attitude towards online shopping with reference to Coimbatore city”, a structured questionnaire was prepared which consists of questions covering personal, attitude, opinion and satisfaction factors. Total of 600 consumers were selected from Coimbatore city for the purpose of the study.

The following analysis was performed to answer the objectives of the study.

1. Descriptive Analysis or Percentage Analysis
2. T-Test
3. Analysis of Variance (ANOVA)

Percentage Analysis

In this section, the percentage analysis is presented for all the personal factors taken up in the study.

Gender

Gender is a socio-economic variable involving roles, responsibilities, constraints, opportunities and needs of males and females in an economy.

Gender wise distribution of the respondents

S. No	Gender	No. of respondents	Percentage
A	MALE	388	65
B	FEMALE	212	35
TOTAL		600	100

It is concluded that majority of the male respondents are using online shopping for purchasing products and services both for self and their family. Form the above percentage; it is also clear that female consumers' preference for online shopping is less.

Occupational Level

Occupation determines the social standing of a family. This is due to the fact the different occupations decide the status as also varying privileges and economic benefits.

Table –Occupational status of the respondents:

S.No	Occupational Status	No. of respondents	Percentage
A	Govt. Employee	31	5
B	Private Employee	310	52
C	Self-Employee	105	17.5
D	Business	106	17.5
E	Home Maker	17	3
F	Others	31	5
Total		600	100

Based upon the above table, the majority of private employees are using online shopping for their purchases over the other occupational respondents because of their financial fluctuations, educational background and their working conditions.

Family Annual Income

Income decides the background of a person. It is the yardstick to perceive the standard of living. Poverty line and standard of living of a person are measured by using the income as the prime indicator. It is difficult to get the accurate information about the family income of the respondents.

Table -Family annual income of the respondents

S.No	Annual Income	No. of respondents	Percentage
A	Less than 1 Lakh	12	2
B	Between 1 Lakh to 2 Lakhs	30	5
C	Between 2 Lakhs to 3 Lakhs	90	15

D	Between 3 Lakhs to 4 Lakhs	270	45
E	More than 4 Lakhs	198	33
Total		600	100

It is concluded that, the majority of the respondents are having an annual income between Rs.3 lakhs to 4 lakhs. Income is the main criteria for purchase of any products for their needs. Even though the family income is moderate, the respondents also purchase for their compulsory needs. It can be concluded that the purchasers move to online purchase mode with improvement in income level.

OBJECTIVE: TO ASSESS THE ATTITUDE OF CONSUMERS' TOWARDS ONLINE SHOPPING

The measured attitude was mainly derived questions about the respondent's prior experiences. This usually affects the attitude towards performing an action; in this case the action was to shop products through online mode. The question was therefore designed to let the respondent rate their prior experience for shopping products through online mode.

Hypothesis:

There is no significant difference among the occupational level in their online attitude shopping score.

Table - ANOVA for Attitude towards online shopping score with occupation

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	640.553	5	128.111	4.209	**
Within Groups	18079.787	594	30.437		
Total	18720.340	599			

An ANOVA was applied to find whether there is a significant difference among the occupation of the respondents in their average attitude score. It is clear that the hypothesis is rejected (Significant) and hence it can be concluded from the above statement that the occupation has significant difference over the online shopping score factors.

Hypothesis:

There is no significant difference among the annual income in their online attitude shopping score

Table - ANOVA for Attitude towards online shopping score with annual income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	359.004	4	819.751	2.908	*
Within Groups	18361.336	595	30.859		
Total	18720.340	599			

An ANOVA was applied to find whether there is a significant difference among the annual income of the respondents in their average attitude score. It is clear that the hypothesis is rejected (Significant) and hence it can be concluded from the above statement that the annual income has significant difference over the online shopping score factors.

Hypothesis:

There is no significant difference among the Internet access in their online attitude shopping score

T-TEST:

Hypothesis:

The online attitude shopping score do not vary significantly based on gender and based on marital status

Table - T-test for attitude score with gender

S.No	Study Factors	T-Test Value	Table Value	Significant / Not Significant
1	Gender	0.004	1.964	NS

The t-test was applied to find whether there is a significant difference between the above said personal factors. It is clear from the above table that the hypothesis is accepted (Not Significant) in the both cases. So it can be concluded that the gender has significant difference with the online attitude of the respondents.

Analysis of factors relating to attitude based on factor analysis

Table showing the factors identified against statements showing the attitude of respondents towards online shopping

Statements	Factors	Name of the Factor
1. Significant discounts are not there		
2. I am not sure about product quality		

3. I cannot bargain or ne	Factor 1	Advantage of physical purchase
4. I have to wait for a long time to take delivery		
5. Difficult to decide based only on description or view		
6. I always get good value when I purchase online	Factor 2	Value for money
7. Products purchased in online perform better		
8. It takes less time to get delivery than retail stores		
9. I always compare prices before buying online	Factor 3	Competitive price
10. I carefully plan my purchase before buying online		
11. Quality of other products are comparable in online	Factor 4	Money savers
12. I have saved lot of money by shopping online		
13. I can avail prompt delivery of products		
14. In online the price is higher but its quality is better	Factor 5	Single Click Shopping Convenience
15. I can purchase many branded products in online		

Factor 1: Advantage of Physical Purchase

T-TEST

Hypothesis:

The advantage of physical purchase score do not vary significantly based on gender

Table: T-Test for advantage of physical purchase score with gender

S.No	Study Factors	T-Test Value	Table Value	Significant / Not Significant
1	Gender	1.078	1.964	NS

So it can be concluded that the gender has no significant difference over the advantage of physical purchase score

Hypothesis:

There is no significant difference among the occupational level in their physical purchase score

Table: ANOVA for Advantage of physical purchase with occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	199.910	5	39.982	2.940	*
Within Groups	8077.808	594	13.599		
Total	8277.718	599			

An ANOVA was applied to find whether there is a significant difference among the occupation of the respondents in their average physical purchase score. It is clear from the table that the hypothesis is rejected (Significant) and hence it can be concluded that the occupation has significant difference over the physical purchase score.

Hypothesis:

There is no significant difference among the annual income in their physical purchase score

Table: 4.63: ANOVA for Advantage of physical purchase with annual income

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	113.358	4	28.340	2.065	NS
Within Groups	8164.360	595	13.722		

Total	8277.718	599			

An ANOVA was applied to find whether there is a significant difference among the annual income of the respondents in their average physical purchase score. It is clear from the table that the hypothesis is accepted (Not significant) and hence it can be concluded that the annual income has no significant difference over the physical purchase score.

Factor 2: Value for Money

T-TEST

Hypothesis:

The average score of value for money do not vary significantly based on gender and based on marital status

Table: T-Test for average score of value for money with gender

S.No	Study Factors	T-Test Value	Table Value	Significant / Not Significant
1	Gender	3.839	2.584	**

The t-test was applied to find whether there is a significant difference between the above factors. It is clear from the above table that the hypothesis is rejected (Significant) in both cases. So it can be concluded that the gender and marital status has significant difference over the value for money.

Hypothesis:

There is no significant difference among the Occupation in their average score of value for money

Table: ANOVA for Value for money with occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.010	5	7.202	2.379	*
Within Groups	1798.455	594	3.028		
Total	1834.465	599			

An ANOVA was applied to find whether there is a significant difference among the occupation of the respondents in their average score of value for money. It is clear from the table that the hypothesis is rejected (Significant) and hence it can be concluded that the occupation has significant difference over the value for money.

Hypothesis:

There is no significant difference among the Annual income in their average score of value for money

Table: ANOVA for Value for money with annual income

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	10.271	4	2.568	.837	Ns
Within Groups	1824.194	595	3.066		
Total	1834.465	599			

An ANOVA was applied to find whether there is a significant difference among the annual income of the respondents in their average score of value for money. It is clear from the table that the hypothesis is accepted (Not significant) and hence it can be concluded that the annual income has no significant difference over the value for money.

Factor 3: Competitive Price

T-TEST

Hypothesis:

The average score of competitive price do not vary significantly based on gender

Table: T-Test for average score of competitive price with gender

S.No	Study Factors	T-Test Value	Table Value	Significant / Not Significant
1	Gender	0.219	1.964	NS

The t-test was applied to find whether there is a significant difference between the above factors. It is clear from the above table that the hypothesis is accepted (Not significant) in the first case and in the other case the hypothesis is rejected (Significant). So it can be concluded that the gender has no significant difference over the competitive price.

Hypothesis:

There is no significant difference among the occupational level in their average competitive price score

Table: ANOVA for Competitive price with occupation

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	57.713	5	11.543	2.353	*
Within Groups	2913.686	594	4.905		

Total	2971.398	599			

An ANOVA was used to find whether there is a significant difference among the occupation of the respondents in their average competitive price score. It is clear from the table that the hypothesis is rejected (Significant) and hence it can be concluded that the occupation has significant difference over the competitive price.

Hypothesis:

There is no significant difference among the annual income in their average competitive price score

Table: ANOVA for Competitive price with annual income

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	6.047	4	1.512	.303	Ns
Within Groups	2965.351	595	4.984		
Total	2971.398	599			

An ANOVA was used to find whether there is a significant difference among the annual income of the respondents in their average competitive price score. It is clear from the table that the hypothesis is accepted (Not significant) and hence it can be concluded that the annual income has no significant difference over the competitive price.

Factor 4: Money Savers

T-TEST

Hypothesis:

The average score of money savers do not vary significantly based on gender

Table: Test for average score of money savers with gender

S.No	Study Factors	T-Test Value	Table Value	Significant / Not Significant
1	Gender	2.153	1.964	*

The t-test was applied to find whether there is a significant difference between the above-mentioned factors. It is clear from the above table that the hypothesis is rejected (Significant) in the first case and in the other case

the hypothesis is accepted (Not Significant). So, it can be concluded that the gender has significant difference over the money savers and marital status has no significant difference with money savers.

Hypothesis:

There is no significant difference among the occupational level in their average score of money savers

Table ANOVA for Money savers with occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	202.335	5	40.467	9.963	**
Within Groups	2412.705	594	4.062		
Total	2615.040	599			

An ANOVA was applied to find whether there is a significant difference among the average score of money savers and occupation of the respondents for purchase of products through online. It is clear from the above table that the hypothesis is rejected (Significant). So it can be concluded that money savers has significant difference with occupation.

Hypothesis:

There is no significant difference among the annual income groups in their average score of money savers

Table: ANOVA for Money savers with annual income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	47.993	4	11.998	2.781	*
Within Groups	2567.047	595	4.314		
Total	2615.040	599			

An ANOVA was applied to find whether there is a significant difference among the average score of money savers and annual income of the respondents for purchase of products through online. It is clear from the above table that the hypothesis is rejected (Significant). So it can be concluded that money savers has significant difference with internet access.

Factor 5: Single Click Shopping Convenience

T-TEST

Hypothesis:

The average score of single click shopping convenience do not vary significantly based on gender

Table: T-Test for average score of single click shopping

S.No	Study Factors	T-Test Value	Table Value	Significant / Not Significant
1	Gender	2.131	1.964	*

The t-test was applied to find whether there is a significant difference between the above factors. It is clear from the above table that the hypothesis is rejected (Significant) in the first case and in the other case the hypothesis is accepted (Not Significant). So it can be concluded that the gender has significant difference over the shopping convenience and marital status has no significant effect on single click shopping convenience.

Hypothesis:

There is no significant difference among the occupation in their average score for shopping convenience

Table: ANOVA for Single click shopping convenience with occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.291	5	2.258	1.840	Ns
Within Groups	728.894	594	1.227		
Total	740.185	599			

An ANOVA was applied to find whether there is a significant difference among the average shopping convenience score and occupational level of the respondents for purchase of products through online. It is clear from the above table that the hypothesis is accepted (Not Significant). So, it can be concluded that shopping convenience has no significant difference with occupation.

Hypothesis:

There is no significant difference among annual income in their average score for shopping convenience

Table: ANOVA for Single click shopping convenience with annual income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.411	4	9.103	7.696	**
Within Groups	703.774	595	1.183		
Total	740.185	599			

An ANOVA was applied to find whether there is a significant difference among the average shopping convenience score and annual income of the respondents for purchase of products through online. It is clear from the above table that the hypothesis is rejected (Significant). So it can be concluded that shopping convenience has significant difference with annual income.

FINDINGS:

OBJECTIVE: TO ASSESS THE ATTITUDE OF CONSUMERS' TOWARDS ONLINE SHOPPING

- The study reveals that the gender, age, marital status, family members, occupational level, annual income, have significant difference upon their attitude score for making purchases online.
- ANOVA test shows that the occupational level have significant difference upon their advantage of physical purchase towards online shopping.
- The study indicates that the gender, occupational level have significant difference upon their value for money for purchase of products through online.
- ANOVA table results indicate the occupational level has significant difference upon their competitive price towards online shopping.
- From the study, it reveals the educational qualification, occupational level, annual income and time spent on internet has significant difference upon their money savers towards online shopping.
- The test results concluded that the gender, annual income, internet access has significant difference upon their single click shopping convenience score of respondents towards online shopping.

SUGGESTIONS:

- Online shopping follows international market standards and do not know about the local market standard. So, the online vendors should introduce the products according to the local market standard. This will help to increase consumers buying pattern and help the vendors to increase the sales.
- Most of the Indian consumers are traditional buyers with long term Usage behaviour. But most of the buyers of online shopping products are in the nature of short term product users. Hence, it is suggested that the vendor can concentrate on offering more of durable products with guarantee.

CONCLUSION:

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-Commerce.

Coimbatore city population is highly tech savvy and the city is dotted with the firms of many successful entrepreneurs. Hinterland has many industries, estates, corporate hospitals and good number of engineering colleges. In future, online shopping is bound to grow in a big way, given the growing youth population.

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